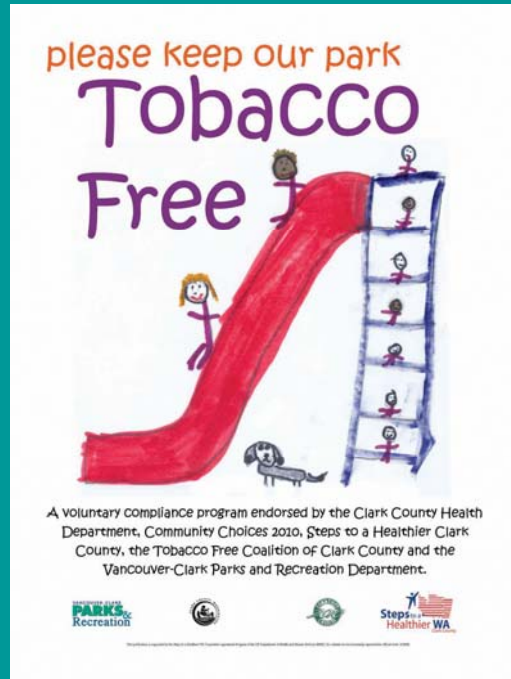


S U C C E S S



Tobacco-Free Parks in Clark County and City of Vancouver

1. April 2004: Youth Town Hall held; an annual event organized by the county to introduce students to county government, give them an idea of the kinds of issues commissioners consider when making policy decisions, and give students a chance to interact with the commissioners. Smoking in county parks was a concern raised by youth and shared with commissioners. Soon after, Vancouver-Clark Parks & Recreation Department is directed to address the issue and develop a policy.
2. June-October 2004: Tobacco Prevention & Education staff, SHS Task Force, and Parks & Recreation staff begin meeting to develop draft policy for Parks Advisory Commission to endorse and recommend to the commissioners.
3. Parks Advisory Commission, after first wanting to recommend a complete ban on tobacco use in the parks, agrees to recommend a voluntary policy. Commissioner palatability and public perception were considerations.
4. Chair of Parks Advisory Commission solicits art from youth to be used in signage.
5. June-September 2005: County commissioners and Vancouver City Council approve and adopt voluntary tobacco-free zones policy for all county and city parks. Areas include: around playgrounds, play areas, public restrooms, and at public events such as concerts, during ball games and practices, and open beaches. Both commissioners and city council requested that tobacco prevention dollars be used to help pay for signs.
6. Tobacco Prevention & Education staff, SHS Task Force and Parks & Recreation staff work together to finalize sign language and incorporated changes to reflect diverse populations.
7. Commitments for signs' funding secured from Health Department, Community Choices 2010, county Public Works Department, and Vancouver-Clark Parks & Recreation.
8. SHS Task Force commits to helping educate sports leagues on new policy.
9. October 2005: Public information officers from both city and county, Tobacco Prevention & Education staff and Parks & Recreation staff meet to plan media roll-out, tentatively scheduled for Great American Smokeout November 17.
10. Total costs: \$20,000 for first 150 signs and installation, \$4,000 annual maintenance costs.
11. Adherence to policy will be monitored with spot checks with staff and volunteers from SHS Task Force.
12. This is a recommended activity for all county tobacco contractors. Getting broad support and community participation at all stages highly recommended.

Building on Success **The Opportunities Ahead**

Tobacco Prevention & Control 2005 Annual Conference